



Virginia Green Events



Profile:

Ashland's 31st Railroad Run Ashland, Virginia

April 4, 2009

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green Events** have been thoughtfully planned and designed to minimize the event's impacts on the environment. This event has met the established "core activities" for *Green Events* and has committed to communicate its activities to its participants. Below is a list of this event's "green" activities that participants can expect.

Ashland's Railroad Run

"The 31st Annual Ashland Railroad Run (10K, 5K and Kid's Run) will be held Saturday, April 4, 2009. In addition to the race, visit our very first GREEN Fair where local organic farms and businesses will provide educational material, environmental



solutions, and local food choices. There will be live music, awards and eco-friendly prizes. Proceeds from the Railroad Run benefit the Hanover Arts & Activities Center, a non-profit community center. Go GREEN, register online at <http://www.raceit.com/register/?event=265>. Race and GREEN Fair Location: 500 S. Center Street, Ashland, Virginia. Visit www.hanoverarts.org or call 804-798-2728 for more information."

Green Statement: "This is Ashland's 31st Railroad Run (10K, 5K, & Kid's Run). Once I decided to be one of the Co-Chairs for this year's event, I approached the Railroad Run Committee about making the race green. They were so enthusiastic that I thought, what a great time to offer a GREEN Fair. Our goal is to educate race participants and the community on environmental solutions and local organic foods. One of our vendors, DTI Solar is providing Railroad Run and GREEN Fair with the juice! DTI's solar truck will be on site to support, Race announcers, bands, and food vendors. Race t-shirts are made of organic cotton, non-bleached with soy ink and will be bulk packaged. Race bags will no longer be Zip-Locs. Ellwood Thompson donated reusable bags for this purpose. Bagels will be served with tongs in place of individual bags. Cycles Ed is providing bike maintenance for those who ride their bikes to the Race. Environmental message signs of recycled material will be posted throughout race course. Local nursery, Ashwood Gardens will be providing a kid's planting activity to show the importance of planting and how newspaper can be compost. Local farm, Ashland Alpacas will be on site with animals as a petting activity along with demonstrating how to spin their fleece into fiber. The Caboose will provide organic wine and beer samplings. Flour markings will replace spray paint. Children's prizes are smashed pennies they will be able to actually "use" as a necklace or zipper pull, no plastics or waste! Adult prizes are railroad spikes, another "Reused" product. Police bikes will be in use. The best part of all...our lead vehicle will be a Vespa from Whitten Brothers."

Virginia Green Activities. When visiting Ashland's Railroad Run, you can expect the following practices:

CORE ACTIVITIES for Green Events

- ☑ **Recycling.** Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage.
 - Aluminum Cans, Glass, Plastic Bottles, Cardboard & Paper
 - Compost food and other compostable items
 - We have just incorporated the NLR (Next Level for Recycling) program. Hanover Arts & Activities Center will become a drop-off site for CFLs at no charge to our community.
- ☑ **No Styrofoam.** Events should eliminate the use of Styrofoam cups and plates. If you must use disposables, use products that are bio-based, paper, or recyclable.
 - Disposable cups, containers and cutlery are recyclable, or recycled content, or compostable.
- ☑ **Printed Materials.** Recycled-content, soy-based inks, and 2-sided copies -- and quantities should be minimized whenever possible!
 - Use electronic registration, correspondence and forms
 - Print brochures and other printed items on recycled content paper
 - Two sided copying.
- ☑ **Waste Reduction.** Event planners should make a general commitment to reduce the amount of waste generated by their event.
 - Choose a location/venue that shares a similar commitment to reducing its environmental impacts.
 - Select local businesses and organic farmers to present their products and services.
 - Requested sponsorship and door prizes from eco-friendly organizations.
 - Contract environmentally-friendly, portable restrooms.
 - Encouraging exhibitors and vendors to minimize wastes and provide for recycling of boxes and other set up wastes.
 - Encourage the use of mass-transit, walking, bike riding or carpooling to your event.
 - Serve food items that are sustainable, organic or locally grown.
 - Use non-bleached napkins or maintain a supply of cloth napkins.
 - Serve water in pitchers and glassware instead of bottles or consider bulk sodas, etc.
- ☑ **Green Signage.** Event planners must commit to **tell their participants about *how green*** the event is. Event signage should include the Virginia Green logo and list all "green activities" practiced in the planning and operation of the event.
 - Post signs at registration which lists all green activities
 - Use the Virginia Green logo on signs and at recycling centers
 - Try to quantify your greening efforts and post estimates of your reduced impact.
 - Use reusable banner with peel off information.

For more information on **Ashland's 31st Railroad Run**, see www.hanoverarts.org or contact Tammy Roe at tammyroe@hotmail.com or 804-338-1312..

For more information on **Virginia Green** program, see www.deq.virginia.gov/p2/viriniagreen. Click on "Events" for a more of green events.



Virginia Green is a partnership supported by the Virginia Department of Environmental Quality, the Virginia Hospitality & Tourism Association, and the Virginia Tourism Corporation.

